

SATIC

SOUTH AUSTRALIAN
Tourism Industry Council

MEDIA RELEASE

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COLLABORATION WELCOMED FOR STATE VISITOR CENTRE

The South Australian tourism industry welcomes the announcement of the South Australian Visitor Information Centre's move to the Rundle Mall precinct.

South Australian Tourism Industry Council Chief Executive Ward Tilbrook says the collaboration between State and Local Government is a great partnership for South Australia's tourism future.

"The provision of free information, maps, guides, and travel advice to both locals and visitors alike, encouraging visitors to stay longer, travel further and spend more is a vital role that supports the tourism industry in this State," Mr Tilbrook says.

"SATIC members called for a high-profile, centrally-located, equitable and accessible visitor information centre and the new location promises to deliver on those requirements and provide a showcase for our State's amazing tourism experiences.

"Visitors spend \$13.5 million a day on tourism in South Australia, with \$6.2 million spent in regions and visitor information centres play a critical role in growing these numbers.

"The South Australian Tourism Industry Council and its members look forward to working with both State and Local Government to deliver the best in visitor information and services for South Australia."

As South Australia's peak tourism industry body, the South Australian Tourism Industry Council represents more than 600 members and its' role is to engage in all of the processes that shape our State's tourism future.

The South Australian Tourism Industry Council provides a range of support services, resources and assistance to its members such as training, accreditation, certification, awards and business to business networks, communication and information.